

Note for Steen, Lauren E.

From: Gotti, Robert 2071449021
Date: Tue, Apr 9, 1996 7:26 PM
Subject: Sweeps redemption rate
To: Zimbalist, Nancy
Cc: Comenduley, Dan; Rafferty, Shelby; Steen, Lauren E.

Nancy,

I just received the redemption rate forecast for our Menthol mailing sweepstakes. It is projected to be 15%. I had put 17% on the creative brief to get you the process moving. Would you please make the change in your bid package.

Shel/Lauren - just an fyi...

rg